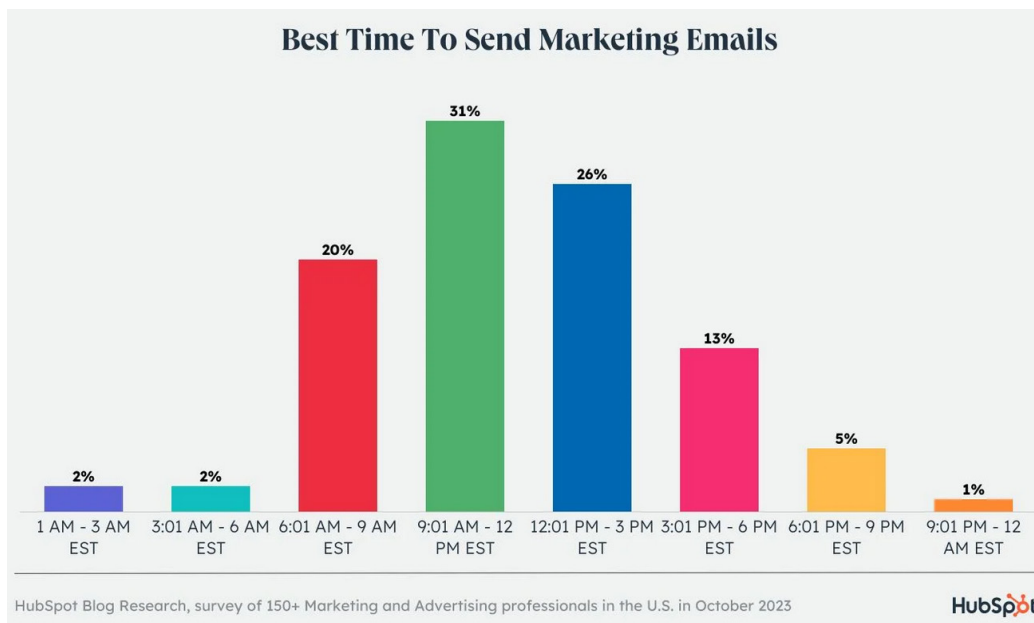


Best Time to Send Marketing Emails

Your marketing team worked diligently crafting the right email message to blast out to your mailing list. Now you need to determine the best time to send it out.

According to [HubSpot research](#), the “sweet spot” is (drum roll, please): Tuesday is 9 AM to 12 PM, then 12:01 PM to 3 PM.



Abobe’s research team found these [interesting statistics](#):

- 8am emails yielded the highest open rate of 20.32 percent and a high click-through rate of 7.79 percent.
- 10am emails also had high open rates, yet they yielded a smaller number of orders than other times.
- 1pm didn’t come out on top on any metrics but performed strongly. (Consider 1 PM a great all-rounder time to send out emails.)
- 4pm engaged the highest order rates.
- 5pm emails enjoyed high click-through rates.

Sender looked at the best times to send a variety of [different email formats](#):

- Newsletters: between 3:30 to 5:00 AM on a Friday.
- Mass email blasts: Friday to Monday; 10:00 AM to 12PM and 2:00 to 6:00 PM.
- Promotional emails: Fridays around 11 PM.
- Transactional emails: Same day as the transaction, a few hours later.
- Cold emails: Monday – Friday, 5:00 to 9:00 AM.

These statistics are a suitable place to start. For the best results, carefully consider your organization’s internal metrics to determine the best time to send out emails.

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